

Final Report of Napa-Yolano Harvest Trails Project

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Overall Evaluation: This agritourism project has been successful beyond the expected outcomes we outlined at the beginning. We have succeeded in knitting together approximately 100 sites including farms, ranches, farm accommodations, ag heritage museums, parks and rural recreation into a coherent, organized marketing operation.

Products: The principal product utilized in marketing the opportunities of the Napa-Yolano Harvest Trails network is a full-color map and guide locating and describing the sites and their products and terms of operation. Marketing the free map has occurred via full-color, front page stories in several local newspapers, a special story in the lifestyle section of the Sacramento Bee, inclusion in a full page story on agritourism in the San Francisco Chronicle, an upcoming feature in the Southwest Airlines magazine, an upcoming article in California Journal, and ¼ page ads in targeted magazines – Parent in the Sacramento area and Bay area editions. Additionally, the map has been distributed through a number of Farmers Markets in the region. Each site and a number of Chambers of Commerce and Convention and Visitors Bureaus have also been participating in the distribution. So far approximately 15,000 maps have been distributed and we have put in place protocols for surveying visitors to the map's sites as to the impact of the map on their decisions.

Website: Recognizing the longer run constraints on fiscal resources, we are now developing a Napa-Yolano Harvest trails website to replicate the map and provide a more sustainable, accessible portal to the network. This website will be available by December of 2003. We will, when this is launched, use its launching as another promotional opportunity.

Other publicity events: We have participated in related events such as Copia Community Day in Napa, the Ag Roots Fair in Oakland and the launching of the map itself had a massive publicity impact with a wine and food festival as a feature. Eight local wineries and a number of restaurants participated.

Educational Impacts: A Number of other counties and regions (eg. Lake County) have asked for our protocol to use in developing agtourism projects modeled on the Napa-Yolano Harvest Trail template.

Ongoing: This winter we will further develop the Napa-Yolano Harvest Trails organization as a producer association with the objective of continuing to develop a regional marketing identity. That association will assume responsibilities for the business operations of the effort. In this, it is expected that local Boards of Supervisors, Chambers of Commerce and Convention and Visitors Bureaus will be active partners and stakeholders.